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Autobytel.com Previews 3D Modeling Technology for Customized Online Vehicle Selection

San Jose, CA, February 17, 1999 Autobytel.com inc., the premier Internet car-buying service, announced today that its Advanced Technology Department has developed a prototype in which car buyers can fully customize vehicles on the Autobytel.com website (www.autobytel.com) before they buy. Autobytel.com's new 3D Virtual Showroom^{U.S. Pat. Pend.}, designed to take advantage of the capabilities of Intel's forthcoming Pentium® III processor, will allow consumers to view complete three-dimensional models of vehicles. The prototype was demonstrated for the first time at the Intel Pentium III Processor Preview Day.

Autobytel.com joined forces with Viewpoint Data Lab, the world's largest creator of 3D digital content, to develop the interactive automobile showroom that will change the way consumers shop for cars. After entering the 3D Virtual Showroom, car buyers will be able to view all interior and exterior angles of the vehicle in a true-to-life digitized format, as well as customize their car or truck with the options and accessories available.

"Autobytel.com's 3D Virtual Showroom allows consumers to see their dream car the way they want to order it before they even visit a dealership," said Mark W. Lorimer, President and CEO of autobytel.com inc. "Intel's Pentium III processor gave our development team the power to create 3D car models that appear life-like. Viewpoint's history of creating 3D digital automobiles to achieve realistic effects in films, commercials, and computer games made them a natural partner to help create a compelling online experience that educates consumers about their options prior to test driving and ordering."

"With the aid of 3D digital content from Viewpoint, Autobytel.com is the first e-commerce site to fully integrate 3D, enabling people to customize their automobile selection and visually enhance their decision-making process," said Martin Plaehnm,

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President of Viewpoint Data Labs, a subsidiary of Computer Associates. "With this solution, users can actually see what it is like to get inside of the vehicle, look inside the vehicle, walk completely around it, sit in different seats, and, while doing so, make changes to the vehicle."

"We applaud the teamwork of Autobytel.com and Viewpoint in creating this exciting Internet shopping application using the capabilities of the Intel Pentium III processor," said Sally Fundakowski, director of Shopping/Business Market Development at Intel. "Given the significant number of consumers who research future car purchases online, the new 3D Virtual Showroom should be a fun and useful tool."

The development of the 3D Virtual Showroom means car buyers no longer have to travel from dealership to dealership to view the exact car or truck they want to buy. The Virtual Showroom allows users to view a complete range of design detail and options, from sunroofs to spoilers. Car buyers can also exercise their imagination and experiment with different combinations of colors and accessories, empowering them with the freedom to make decisions from the comfort of their home or office.

Autobytel.com's 3D Virtual Showroom takes full advantage of the capabilities of the Pentium III processor to create a realistic 3D environment for car buyers. However, Autobytel.com recognizes that users with older generation processors would also benefit from access to this powerful tool. To enable this, Autobytel.com's Advanced Technology Department utilized MetaCreations' MetaStream, a tool that will give those users a 3D image as well.

About Autobytel Inc.

Autobytel Inc. (Nasdaq: ABTL), a leading Internet automotive marketing services company, helps retailers sell cars and manufacturers build brands through marketing and CRM (customer relationship management) programs. Autobytel Inc. owns and operates the popular websites Autobytel.com, Autoweb.com, Carsmart.com and Autosite.com, as well as AIC (Automotive Information Center), a leading provider of automotive marketing data and technology. Autobytel Inc. generated an estimated four percent of all domestic new vehicle sales - \$17 billion in car sales in 2001 - for dealers through its websites. With approximately 8,900 dealer relationships and 30 international automotive manufacturer customers, Autobytel Inc. is the largest syndicated car-buying content network,

Find the
Pre-Owned
car
you want.

Buy with
confidence
at your local
Ford dealer.



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reaching millions of unique visitors as they are making their vehicle buying decisions. Autobytel Inc. content and technology has potential exposure to over 90 percent of total web traffic.¹

¹ Jupiter Media Metrix October 2001 Digital Media Audience Report (Autobytel Inc. sites is the unduplicated audience of the Autobytel and Autoweb properties and Carsmart.com. The car-buying and ownership category as defined by Autobytel. Autobytel Inc. provides content to Yahoo! Inc., AOL websites, MSN.com and Lycos.com. The unduplicated audience of these four sites accounts for over 90 percent of total traffic.)

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Autobytel.com Ranks #1 In J. D. Power and Associates Dealer Satisfaction With Online Buying Services

Study shows Autobytel.com's leadership position.

Irvine, CA—April 22, 1999— For the second consecutive year, autobytel.com inc. (NASDAQ:ABTL) is the leader among online buying services according to the J. D. Power and Associates 1999 Dealer Satisfaction with Online Buying Services Study. Of the study's five key measures used to determine overall dealer satisfaction, Business Generation dominated at 62% of the total index. The Business Generation measure assesses quantity and quality of leads, number of sales, gross profit, and marketing success. Other key measures included Web Site Information, Transmission of Leads, and Dealer Support and Services.

"We are pleased that J.D. Power and Associates has reported that Autobytel.com generates nearly as many new-vehicle sales as its two closest competitors combined," said Mark Lorimer, autobytel.com inc. President and CEO. "The weight of the Business Generation measure in this study reinforces our belief that delivering serious car buyers—rather than random site surfers who have no intention of completing the purchase process—to Accredited Dealers is the most effective business philosophy for independent online car-buying programs."

With a recent Forrester Report predicting continued growth in online car sales, Autobytel.com believes that maintaining a long-term leadership position among the country's 22,600 dealers is crucial. "Autobytel.com's commitment to the best possible car-buying experience for consumers has meant that we have always placed a strong emphasis on the quality-and training-of our Accredited Dealers," said Lorimer. "It's gratifying that the stringent requirements placed on our dealer body have garnered their endorsement, as reported by one of the most respected information marketing research firms in the world. We have always

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believed that a balanced equation-satisfied dealers equal satisfied consumers and vice versa-is key to the success of the online car-buying revolution."

**J.D. Power and Associates 1998-1999 Dealer Satisfaction With Online Buying Services StudiesSM. 1999 study conducted among dealership Internet specialists who completed 1,024 individual evaluations.*

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statements are changes in general economic conditions, increased dealer attrition, increased pressure on program fees, increased or unexpected competition, that actual costs and expenses exceed the charges taken or to be taken by the company, the company's failure to realize anticipated savings related to the restructuring of its operations and other matters disclosed in Autobytel's filings with the Securities and Exchange Commission. Investors are strongly encouraged to review our annual report on Form 10-K for the year ended December 31, 2001, and other filings with the Securities and Exchange Commission for a discussion of risks and uncertainties that could affect operating results and the market price of our stock.

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AUTOBYTEL.COM INC. ANNOUNCES CUSTOMER SERVICE WOW

As Vice President, Customer Service WOW, Girina Dong demonstrates Autobytel.com's commitment to maintain the highest levels of customer service and satisfaction.

Irvine, CA—March 10, 1999—Autobytel.com inc., the premier Internet car-buying service, today announced the promotion of Girina Dong to Vice President, Customer Service WOW (Win or Win).

Autobytel.com's customer service department was recently dubbed "Customer Service WOW" to reflect the company's philosophy that its business model must be a win/win for both of its customers—Autobytel.com Accredited Dealers and car buyers. Under Dong's direction, Customer Service WOW Representatives support both dealers and consumers through the Autobytel.com purchase process with the primary goals of eliminating customer service issues before they arise and exceeding customers' expectations. Additionally, Customer Service WOW is charged with utilizing customer feedback to track trends, enabling Autobytel.com to predict consumers' needs and stay ahead of the curve.

"The satisfaction of our customers—I'm referring to both consumers and dealers—is our number one priority, because, without it, our business model won't work," said Ann Delligatta, Autobytel.com's Executive Vice President and Chief Operating Officer. "Autobytel.com's proactive approach to customer service issues sets us apart from the competition. With Girina at the helm of Customer Service WOW, I believe Autobytel.com will continue to set the standard for e-commerce customer support."

Prior to this promotion, Dong served as the Director of Quality Assurance and Product Integration for Autobytel.com, creating an infrastructure for its IT Department that enabled the company to launch new products at a rapid pace while ensuring their integrity. Additionally, Dong spearheaded Autobytel.com's Quality

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Assurance program.

Autobytel.com differs from many other e-commerce sites in that the final sales process is based on human contact, not purely on computer interface. In this way, Customer Service WOW straddles both traditional retailing and e-tailing, giving Autobytel.com's Customer Service WOW Representatives the responsibility of ensuring a positive experience both on- and off-line. To achieve this, Dong demands that her staff be proactive rather than reactive and that they find creative ways to WOW their customers.

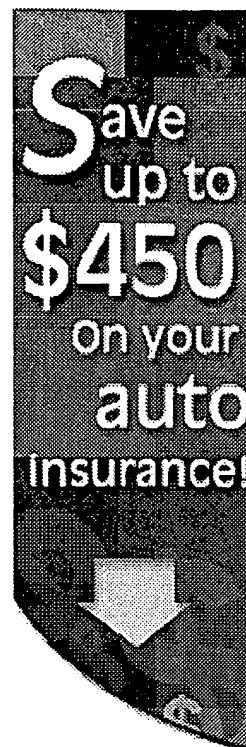
One of Dong's first steps towards WOWing Autobytel.com customers has been to implement a process that alerts her Customer Service Representatives when a consumer returns to the Autobytel.com site to check on the status of a purchase request. By being aware of this action, Customer Service WOW can monitor the purchase request process to determine if there are any problems at the dealer or consumer level, and, if any are detected, to follow up as necessary.

Prior to joining Autobytel.com, Dong worked at TRW for over nine years. Dong served as Director, Client Services & Systems Development for two years, during which she was charged with ensuring the accuracy and timely completion of projects for numerous financial institutions.

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Customer Satisfaction Survey

Thank You for choosing to complete the Autobytel.com Customer Satisfaction Survey.

Please enter your purchase request number in the box below and choose the option which best describes your automobile purchase experience.

Confirmation Number:

Email Address used with Purchase Request:

Select one of the following options:

- ☐ I Purchased/Leased from an Autobytel.com Authorized Dealer.
- ☐ I Purchased/Leased elsewhere because no one contacted me.
- ☐ An Autobytel.com Dealer contacted me, but I Purchased/Leased elsewhere.
- ☐ No one has contacted me. I have not yet Purchased/Leased.
- ☐ An Autobytel.com Dealer contacted me. I have not yet Purchased/Leased.

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What it's all about!

Over 10 million customers have used our online program to submit a purchase request to an Autobytel Accredited Dealer. Here's what a few of them have told us.



"Great experience. No
hassle.
The easy, only way to go."
Griselda & Chester Heilman

Pasadena, CA



"Financing a new car
couldn't be easier.
Thanks, autobytel.com"
Doug, Nikkie, & Dillon
Highland Ranch, CO

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"This reminder of service notice is terrific! My experience buying my new car through you was terrific as well and would recommend you to anyone!"

Pam Lachman
South Elgin, IL
December 2001

"I think it is a great buying experience, for anyone and everyone! I must say this was the best business deal I have ever went through."

Allan Reed
Pottsville, PA
December 2001

"This has been the most hassle free straight forward auto purchase we every made. From day-one this has been the most pleasant experience with the dealership being very professional in every respect."

Betty & Frank Tatum
Ponca City, OK
November 2001

"I love this service! I love the car...and it was way too easy! I couldn't be happier and will recommend this site to anyone looking for a car!"

Sally Hofmeister
Boardman, OH
November 2001

"You made the whole experience very easy. I would highly recommend the Autobytel website!"

Allison Strezelecki
Merrimack, NH
November 2001

"The best and easiest car deal I have ever made!"

John McClure
Sacramento, CA
October 2001

"Many of our friends have followed our advice and are just as happy. Thank you for the wonderful, professional, honest service that you provide"

Joan B. Lewis
Commack, NY
October 2001

"No hassles, no negotiating, no nonsense. Definitely the way to buy a car. Thanks."

Chuck Warrix
Richwood, Ohio
August 2001

"When I knew which car I wanted...I queried the site...it was a good price- better than any I could have negotiated anywhere else. The car was delivered to my house, and the paperwork took only twenty minutes."

Jon Reischel
Louisville, Kentucky
August 2001

"We have never been so happy as we are with your service, we purchased exactly what we were looking for ... Autobytel found exactly what I was looking for and saved me thousands of dollars, thanks again."

Tony Lucia Colarusso
Woodhaven, New York
July 2001

"The options that I need and the color I wanted and at a price lower than the other dealerships I had visited prior to coming to autobytel.com. I would recommend them to anyone I know. Thank you for sending my name to Rick Case Auto Mall and to that Hyundai dealership."

Dorothy Marlin
Kennesaw, Georgia
July 2001

"The Autobytel way of buying a car is the best... I hope to never have to buy a new car any other way again."

Barry Marcus
Saint Louis, Missouri
July 2001

"No hassles and we are pleased with the price. This is the second time we have purchased an auto from [Autobytel.com] and will do it again in the future— and we highly recommend [Autobytel.com] to our friends. We just can't say enough good things about all of you."

Bruce Krummenacher
Warrenville, IL
June 2001

"I recently purchased a new Toyota using your service. It was one of the most pleasurable experiences that I've had looking... and subsequently purchasing a vehicle."

Ed Angell
Poulsbo, WA
June 2001

"I really liked buying a car through your site!"

Larry Finley
Newburyport, MA
June 2001

"Since 1999, our family has purchased three new vehicles on the Internet through Autobytel.com. Each time, we received a fair, binding offers from local Autobytel dealers within 24 hours..."

As quoted in Consumer Reports Magazine- Bonnie

Sloane
Los Angeles, CA
June 2001

"This is the second time that I went through [Autobytel] and in both cases my wife and I have been happy with the results."

Larry Chisholm
Saint Paul, MN
May 2001

"I found your service to be excellent. I am convinced that I got an excellent deal on my new Trailblazer. Thank you."

Marc Dipalo
Stamford, CT
May 2001

"My experience was excellent. It was hassle-free, a fair price, everyone ... was very friendly and very knowledgeable and very helpful. I would recommend Autobytel.com to all of my friends as the way to buy a car!"

Marcy Cheek
Laguna Hills, CA
May 2001

"...[I] filled out an online application on the Autobytel.com site. A day later, a salesman... offered to sell [me] the truck for \$3,000 less than any other dealer had quoted."

As quoted in Christian Science Monitor- Christina
kuizon-Teves
Los Angeles, CA
April 2001

"Thank you, Thank you Autobytel... I was impressed with the quick response from my local Autobytel dealer and the willingness by my Autobytel representative to see that I got the vehicle I dreamed about..."

Jaime Huante
Newport Beach, CA
April 2001

"It was a new world for me too, using [Autobytel.com] to help with purchasing cars. As a single female in the market for a car, you can imagine the horrors I face..."

Karen Lane

Sterling, VA
April 2001

"[Autobytel.com's] reference for a new Chevy Tahoe was great! I received the best deal with your Autobytel dealer. The dealers I initially dealt with were left to match the deal which I kindly declined for them to do, since your Autobytel representative gave me the respect I deserved the first time."

Scott Bailey
Huntersville, NC
April 2001

"...This was the most pleasant experience I have ever had with any car purchase in 25 years."

John Roman
Tampa, FL
March 2001

"...I must say this was the most hassle free way I've ever experienced in purchasing/leasing a car. I really appreciate your straight forwardness in providing me the information I need to get this vehicle..."

Alfredo J. Yanes
Weston, FL
March 2001

"...My Autobytel representative bent over backwards to accommodate my needs. They gave me the best deal out of every dealer in my area. I can not say enough about the level of service and the help of your site."

Eric Gomez
Antioch, CA
March 2001

"...Is this anyway to buy a car? You bet it is and we couldn't do it any other way in the future. It saved us time, money, and needless personal aggravation of past automobile purchase."

Gary and Elin Bartlett
Birmingham, AL
February 2001

"...I want you to know that your service is wonderful and I have turned several others onto your site. Your service was the only one that actually worked like it was suppose to,

made my buying a van a great joy."

Shahna Baugus
Sapulpa, OK
February 2001

"...I can't say enough about my sales representative's customer service and professionalism...His follow up was unbelievable and just left me with the feeling that he truly was happy for me. I will never buy another car any other way. My car...was delivered to my driveway in an enclosed truck. People I tell are in awe over this."

Mary Ann Prokop
Plymouth, MI
January 2001

"This was by far the best car buying experience of my life. My Autobytel sales representative was completely up front with me, there was no haggling, and I love my truck. This is what car buying SHOULD be."

Steven Pomeroy
Norristown, PA
January 2001

"I will never enter a car dealership again...The price was the lowest, the financing was the lowest, and it was the most relaxing way to buy a car..."

John Weatherby
Portland, OR
January 2001

"...My wife and I would like to thank you very much for relieving us from the headache and high stress levels associated with purchasing a car...My kids saw an advertisement on TV featuring the Autobytel.com website and the rest is history. I can honestly say that this one time I am glad they were watching TV."

Bobby and Loretta Heffinger
Fayetteville, NC
October 2000

"I registered with several 'online' car dealers and had the best response from my registration with your group. Within 24 hours of specifying what type of car I was searching for, a dealer in my neighborhood called to tell me that he had the car I wanted at the price I wanted. He jumped through hoops to help with the financing..."

Rhonda Killian
Berkeley, CA
October 2000

"...The price quoted was the price we paid. We have never before had such a straightforward, fast and honest transaction. Thank you for your service."

Jodi Brown
Ventura, CA
September 2000

"...I can not say enough about the way the whole process worked and how pleased we are with this method of buying a car. I will NEVER purchase a car through any other method..."

William Streetman
Westerville, OH
August 2000

"...The entire transaction from start to finish was about as easily done as picking up the phone and ordering Chinese food. Simple, comprehensive, and efficient..."

Alan Lieberman
Volcano, HI
July 2000

"...The Autobytel dealer you referred me to gave me a superb, respectful, no-haggle experience, and gave me a deal on my dream car that no other dealer would touch! You are the BEST in Internet auto buying services! Thank you!"

Sherri Godwin
Denver, CO
June 2000

"...I will recommend Autobytel to all of my friends. I can't imagine why anybody would buy a car the old fashioned way...My Autobytel representatives were very helpful and courteous through the whole process. It was completely hassle free, and the only pressure was what color to pick..."

Michele Schiff
Peoria, AZ
June 2000

"Thank you for the recommendation. The Autobytel.com dealer that I dealt with gets an A+ from me. They were

easy to deal with, very customer-service oriented and gave me my dream..."

Rob Riddle
Stockbridge, GA
May 2000

"The whole transaction, from test drive to putting the keys in my hand, took less than an hour. It went so fast that I had to pinch myself to make sure I wasn't dreaming. Also, this was truly a "no pressure sale." I got only the options I wanted and nothing else..."

Chris Carabajal
Oxnard, CA
April 2000

...As a woman buying a car my stories are as bad as they come. After discovering Autobytel.com, I found and bought my Jeep in about an hour, at half the price I was offered at the dealer. Unbelievable! I have referred Autobytel.com to everyone I know, and a good friend of mine had a terrific experience due to my referral when he used the service to purchase his Landcruiser a week later (Autobytel.com is fun for boys too)...

Ana Morley
Oakland, CA
March 2000

...It appears that Autobytel.com falls into the category of the few of us who really understand our most valuable resource (valued customers). Your company's efforts in this area have "gotten my attention" and earned my respect and interest...It really feels great to be treated like a "customer." It's been quite some time that an organization has approached me with such dynamic attitudes and commitment...The Autobytel.com Approach is the best process I have ever seen or experienced for purchasing a vehicle (or any product for that matter...In my mind the Autobytel.com process is the ONLY way to purchase a vehicle!

Randolph Regner
Basking Ridge, NJ
February 2000

You guys are the best! I will never use another car purchasing service. When YOU (not Honda) let me know there was a recall on my '98 Honda, I went to my local Honda shop to have it fixed...I bought three cars from Autobytel.com and I wouldn't by a car any other way.

Tammy-Jo Ferdula

Mystic, CT
January, 2000

My husband is a semi driver/owner operator so he isn't home too often. The Autobytel.com Manager completed 99% of the paperwork over the phone, he arranged the BEST financing for us, was totally professional and courteous, and expedited everything for my husband's convenience...We received a fantastic service and deal through Autobytel.com.

Linda Roberts
Gallup, NM
November, 1999

I didn't think it could be done, but you have made buying a new car fun. Now, you send me a notice of a minor recall on my new car-long before any notice from GM. Thanks for proving that putting the customer first is still a great way to do business. Plus, service that doesn't stop after the check clears. It's pretty clear that Autobytel 'gets it.' The proof is sitting in my garage.

Jack Jacobsen, Cocoa, FL
September, 1999

With Autobytel.com, in less than 24 hours I found the pre-owned car I was looking for... I got a great deal, much better than I had found visiting about 10 other car dealers over the last month. I'm telling all my friends about Autobytel.com.

Gary Wilson, El Monte, California
August, 1999

We had a great experience...We were hoping to use the van to go on a trip, and the Autobytel dealer made a great effort to deliver it to us within 24 hours after it arrived at the dealership. We have three little children and we live in a small town 1 1/2 hours from the nearest Honda dealership. It would have been very difficult to shop, negotiate and pick up a van. We cannot get a pizza delivered to our house, but but we were able to have a Honda van delivered with no problem!

Sarah & Marty Karpie, Washington, GA
April 1999

Not only did the Autobytel dealer contact me the very same day I sent in my request, he gave me a courtesy ride from the Metro to the dealership, and presented me with a dynamite deal. He was an absolute surprise. In the past I have dealt with dealers who were pushy, arrogant and

sometimes short-tempered. The Autobytel dealer was the total opposite. I was totally comfortable with him and he was truly concerned about me getting exactly what I wanted. This is wonderful.

Carol Pope, Gaithersburg, MD
April 1999

"I'm retired and have had many vehicle dealings in my life. Through the resources made available on Autobytel.com, I was more informed on cost and options and trade-ins than I have ever been on any previous dealings. (Your dealer) made my buying experience the most painless I have ever had. I actually saved \$1,500, or more, than what I had expected to spend. Thank you for your services."

Bill Pettit, Fairfield, OH
March, 1999

"I have never had a more pleasant buying experience. There were no high-pressure sales pitches for unwanted dealer packages, accessories, or extended warranties to cloud the issue. In fact, there were no pressure tactics of any kind. I received a great no-hassle deal."

Ralph C. Taylor, Sierra Vista, AZ
November 1998

"I BOUGHT A CAR IN ONE HOUR! Delivered, no headaches, no fighting, NO ROLAIDS OR MAALOX, and the most important thing—this deal made my wife very happy!"

Tom and Cheryl Sidor, Barrington, IL
October 1998

"This is the second car I've purchased through Autobytel.com. Both times were quick and painless AND I got a great deal. A friend of mine told me about Autobytel.com after he used it. I didn't really believe it could be that easy until I tried it. I'm glad I did."

Lisa Salge, Aliso Viejo, CA
September 1998

"I bought a Plymouth van as white as the snow and thanks to Autobytel.com it didn't cost much dough. My mouse clicked around the site in delight I picked out the options that made it just right. Thanks for your wonderful service!"

Arthur W. Johnson, Yardley, Pennsylvania
October 1997

"I had been bargaining for a particular car with a local dealer for two days and was within \$800 of the invoice price listed in the 'net. Before I committed to the deal, I decided to try Autobytel.com after reading an article in Inc. or Success...To my surprise, I was contacted within two hours of submitting my request and was offered the same car I had been negotiating for \$100 over invoice by another local dealer. In addition, the financing rate was 0.4% better than either of the banks I normally use. The whole process took all of one day. Amazing! The total savings between the the sale price reduction and the interest savings over the life of the car are almost \$1260. Thanks!"

Brad Saviello, Atlanta, Georgia
October 1997

"This is the first time in my entire life I purchased a car and left the dealership without feeling cheated. You guys are great."

Robbie Abeleda, Tarzana, California
August 1997

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